

## IN THE CLAIMS

**Claims pending:** 1-3, 5-21, and 23-28

**Canceled or Withdrawn claims:** 4 and 22

**Amended claims:** 1-3, 6, 7, 9, 10, 11, 16, 17, 24, and 26

**New claims:** None

This listing of claims replaces all prior versions and listings:

1. (Currently Amended) A method comprising:

receiving an indication over a network, in response to a request for access to a rich media presentation by an internet browser on a network device, [[over a network]] that the internet browser on the network device has requested access to the rich media presentation;

in response to the receiving an indication, detecting one or more attributes of one or both of [[the internet browser's]] rich media capabilities associated with the internet browser [[and]] or [[the network device's]] rich media capabilities associated with the network device; and

selecting a rich media presentation to be sent to the internet browser from among a plurality of rich media presentations based on [[the detected]] the one or more attributes that are detected, [[the]] wherein a selected rich media presentation [[including]] includes a media package ~~and a virtual player~~, selected based on the [[detected]] one or more attributes[[,]] that are detected and a virtual player configured to play the media package on the network device.

2. (Currently Amended) The method of Claim 24, wherein the detecting one or more attributes comprises detecting two or more attributes from: an operating system type attribute, a plug-in attribute, a browser type attribute, a firewall attribute, a monitor setting attribute, a language attribute, a bandwidth  
5 attribute, or a protocol attribute.

3. (Currently Amended) The method of Claim 23, wherein the causing the selected rich media presentation to be sent comprises [[further comprising]] determining whether one or both of the internet browser [[and]] or the network  
10 device supports playing the selected rich media presentation; configuring the selected rich media presentation based on the detected attributes responsive to a determination that playing the selected rich media presentation is supported; otherwise, causing a supported rich media presentation to be sent to the internet  
15 browser.

4. (canceled)

5. (Previously Presented) The method of Claim 3, further comprising allowing a client to modify one or more characteristics associated with the selected  
20 rich media presentation.

6. (Currently Amended) The method of Claim 5, wherein the causing the selected rich media presentation to be sent [[to the network device]] comprises utilizing an ad serving engine.

5 7. (Currently Amended) The method of Claim 5, wherein the causing the selected rich media presentation to be sent [[to the network device]] comprises using an email serving engine.

8. (Previously Presented) The method of Claim 5, further comprising  
10 causing an image to be delivered to the network device for display on the network device at a location relating to the selected rich media presentation.

9. (Currently Amended) The method of Claim 5, wherein the selecting a rich media presentation comprises:

15 selecting the virtual player configured to play the media package on the network device;

selecting a presentation package configured for the network device; and  
selecting the media package.

20 10. (Currently Amended) One or more computer-readable storage media having instructions stored thereon, the instructions comprising:

instructions to automatically determine when a rich media presentation is accessed by an internet browser on a network device, in response to a request for access to the rich media presentation by the internet browser, when the network device is coupled to a network;

- 5 instructions to detect one or more attributes ~~relating to rich media presentation capabilities~~ of one or both of rich media presentation capabilities associated with the internet browser ~~[[and]]~~ or rich media presentation capabilities associated with the network device in response to the request; and

- instructions to cause the rich media presentation to be sent to the internet  
10 browser, wherein the rich media presentation ~~[[including]]~~ includes a media package ~~and a virtual player~~, selected based on the one or more attributes that are detected~~[[,]]~~ and a virtual player configured to play the media package.

11. (Currently Amended) The one or more computer-readable storage  
15 media having instructions as described in Claim 10, wherein the instructions further comprise instructions to: determine when one or both of the internet browser ~~[[and]]~~ or the network device supports playing the rich media presentation; configure the rich media presentation based on the one or more attributes that are detected responsive to a determination that playing the rich  
20 media presentation is supported; otherwise, cause a supported rich media presentation to be sent to the internet browser.

12. (Previously Presented) The one or more computer-readable storage media having instructions as described in Claim 11, wherein the rich media presentation is configured to be presented within a banner ad that is selectable to cause an action to be performed.

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13. (Previously Presented) The one or more computer-readable storage media having instructions as described in Claim 12, wherein the instructions further comprise instructions to cause an ad serving engine to send the rich media presentation.

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14. (Previously Presented) The one or more computer-readable storage media having instructions as described in Claim 12, wherein the instructions further comprise instructions to cause an email serving engine to send the rich media presentation.

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15. (Previously Presented) The one or more computer-readable storage media having instructions as described in Claim 12, further comprising instructions to cause an image to be delivered to the network device for display on the network device at a location relating to the rich media presentation.

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16. (Currently Amended) A system comprising:

a computing device ~~[[operable]]~~ configured to execute instructions to implement a rich media presentation application configured to:

automatically determine when a rich media presentation is attempted to be accessed by an internet browser on a network device;

5 detect one or more attributes ~~relating to rich media presentation capabilities~~ of one or both of rich media presentation capabilities associated with the internet browser ~~[[and]]~~ or rich media presentation capabilities associated with the network device in response to a request from the network device for access to the rich media presentation; and

10 select a rich media presentation from among a plurality of rich media presentations, based on ~~[[the detected]]~~ the one or more attributes that are detected, to be provided to the internet browser ~~from among a plurality of rich media presentations~~, ~~[[the]]~~ wherein a selected rich media presentation ~~[[including]]~~ includes a media package ~~and a virtual player~~; selected based on the  
15 ~~[[detected]]~~ one or more attributes~~[[,]]~~ that are detected and a virtual player configured to play the media package.

17. (Currently Amended) The system of Claim 27, wherein the rich media presentation application is further configured to determine when one or  
20 both of the internet browser ~~[[and]]~~ or the network device supports playing the selected rich media presentation; configure the selected rich media presentation based on the one or more attributes that are detected responsive to a determination

that playing the selected rich media presentation is supported; otherwise, cause a supported rich media presentation to be sent to the internet browser.

18. (Previously Presented) The system of Claim 26, wherein the selected  
5 rich media presentation is configured to be presented within a banner ad that is selectable by the network device to cause an action to be performed.

19. (Previously Presented) The system of Claim 26, wherein the selected  
rich media presentation is caused to be sent to the internet browser utilizing an ad  
10 serving engine.

20. (Previously Presented) The system of Claim 26, wherein the selected  
rich media presentation is caused to be sent to the internet browser comprises  
using an email serving engine.  
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21. (Previously Presented) The system of Claim 26, wherein the selected  
rich media presentation application is further configured to cause an image to be  
delivered to the internet browser, the image being configured to be displayed  
within the internet browser at a location relating to the selected rich media  
20 presentation.

22. (canceled)

23. (Previously Presented) The method of Claim 1, further comprising causing the selected rich media presentation to be sent to the internet browser.

24. (Currently Amended) The method of Claim 23, wherein the [[detected]] one or more attributes that are detected comprise at least one of: an operating system type attribute; a plug-in attribute; a browser type attribute; a firewall attribute; a monitor setting attribute; a language attribute; a bandwidth attribute; or a protocol attribute.

25. (Previously Presented) The one or more computer-readable storage media having instructions as described in Claim 10, wherein the one or more attributes that are detected comprise at least one of: an operating system type attribute; a plug-in attribute; a browser type attribute; a firewall attribute; a monitor setting attribute; a language attribute; a bandwidth attribute; or a protocol attribute.

26. (Currently Amended) The system of Claim 16, wherein the rich media presentation application is further configured to cause [[the]] a selected rich media presentation to be sent to the internet browser.



27. (Previously Presented) The system of Claim 26, wherein the detected one or more attributes comprise at least one of: an operating system type attribute, a plug-in attribute; a browser type attribute; a firewall attribute; a monitor setting attribute; a language attribute; a bandwidth attribute; or a protocol  
5 attribute.

28. (Previously Presented) The method of Claim 23, wherein detecting the one or more attributes comprises detecting an attribute that indicates a media player type for a media player included on the network device.